

Billing Code 3410-08-P

DEPARTMENT OF AGRICULTURE

Federal Crop Insurance Corporation

Funding Opportunity Title: Risk Management Education and Outreach Partnerships Program

Announcement Type: Announcement of Availability of Funds and Request for Application for

Competitive Cooperative Partnership Agreements

Catalog of Federal Domestic Assistance Number (CFDAs): 10.460.

Dates: All applications, which must be submitted electronically through Grants.gov, must be received by close of business (COB) on [Insert 11:59 p.m. EST, 45 calendar days from date of publication in the Federal Register]. Hard copy applications will NOT be accepted.

Summary: The Federal Crop Insurance Corporation (FCIC), operating through the Risk Management Agency (RMA), announces its intent to award approximately \$3,000,000 (subject to availability of funds) to fund the Risk Management Education and Outreach Partnerships Program.

Purpose: The purpose of this competitive cooperative partnership agreement program is to deliver crop insurance education and risk management training to U.S. agricultural producers to assist them in identifying and managing production, marketing, legal, financial and human risk. The program gives priority to: (1) educating producers of crops currently not insured under Federal crop insurance, specialty crops, and underserved commodities, including livestock and forage; and (2) providing collaborative outreach and assistance programs for limited resource, socially disadvantaged and other traditionally under-served farmers and ranchers. Education activities developed under the Risk Management Education and Outreach Partnerships Program shall

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provide U.S. farmers and ranchers with training and information opportunities to be able to understand:

- 1. The kinds of risks addressed by existing and emerging risk management tools;
- 2. The features and appropriate use of existing and emerging risk management tools; and
- 3. How to make sound risk management decisions.

The minimum award for any cooperative partnership agreement is \$20,000. The maximum award for any cooperative partnership agreement is \$99,999. The cooperative partnership agreements will be awarded on a competitive basis up to one year from the date of the award. Awardees must demonstrate non-financial benefits from a cooperative partnership agreement and must agree to the substantial involvement of RMA in the project. Funding availability for this program may be announced at approximately the same time as funding availability for similar but separate programs:—CFDA No. 10.458 (Crop Insurance Education in Targeted States). Prospective applicants should carefully examine and compare the notices of each announcement.

The collections of information in this Announcement have been approved by OMB under control numbers 0563-0066 and 0563-0067.

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Full Text of Announcement

I. Funding Opportunity Description

A. Legislative Authority

The Risk Management Education and Outreach Partnership Program is authorized under section 522(d)(3)(F) of the Federal Crop Insurance Act (Act) (7 U.S.C. 1522(d)(3)(F)).

B. Background

RMA promotes and regulates sound risk management solutions to improve the economic stability of American agriculture. On behalf of FCIC, RMA does this by offering Federal crop insurance products through a network of private-sector partners, overseeing the creation of new risk management products, seeking enhancements in existing products, ensuring the integrity of crop insurance programs, offering programs aimed at equal access and participation of underserved communities, and providing risk management education and information.

One of RMA's strategic goals is to ensure that its customers are well informed as to the risk management solutions available. This educational goal is supported by section 522(d)(3)(F) of the Federal Crop Insurance Act (FCIA) (7 U.S.C. § 1522(d)(3) (F), which authorizes FCIC funding for risk management training and informational efforts for agricultural producers through the formation of partnerships with public and private organizations. With respect to such partnerships, priority is to be given to reaching producers of Priority Commodities, as defined below. A project is considered as giving priority to Priority Commodities if 75 percent of the educational and training activities of the project are directed to producers of any one of the three classes of commodities listed in the definition of Priority Commodities or any combination of the three classes.

C. Definition of Priority Commodities

For purposes of this program, Priority Commodities are defined as:

- 1. <u>Agricultural commodities covered by (7 U.S.C. 7333)</u>. Commodities in this group are commercial crops that are not covered by catastrophic risk protection crop insurance, are used for food or fiber (except livestock), and specifically include, but are not limited to, floricultural, ornamental nursery, Christmas trees, turf grass sod, aquaculture (including ornamental fish), and industrial crops.
- Specialty crops. Commodities in this group may or may not be covered under a
 Federal crop insurance plan and include, but are not limited to, fruits, vegetables,
 tree nuts, syrups, honey, roots, herbs, and highly specialized varieties of traditional
 crops.
- 3. <u>Underserved commodities</u>. This group includes: (a) commodities, including livestock and forage, that are covered by a Federal crop insurance plan but for which participation in an area is below the national average; and (b) commodities, including livestock and forage, with inadequate crop insurance coverage.

D. Project Goal

The goal of this program is to ensure that "... producers will be better able to use financial management, crop insurance, marketing contracts, and other existing and emerging risk management tools."

For the 2012 fiscal year, the FCIC Board of Directors and the FCIC Manager are seeking projects that address one or more of the Priority Commodities. In addition, the application must clearly designate that education or training shall be provided on at least one (1) of the Special Emphasis Topics listed below. Applications that do not include at least one (1) Special Emphasis Topic will not be considered for funding.

Special Emphasis Topics:

Production: AGR and AGR-Lite; Livestock Gross Margin Dairy; Pasture, Rangeland, Forage

Rainfall and/or Vegetative Index; Common Crop Insurance Policy Basic

Provisions ("COMBO"); Enterprise Units; Specialty Crops;

Prevented Planting; or Other Existing Crop Insurance Programs; Irrigation;

Erosion Control Measures; Good Farming Practices; Wildfire Management; Forest

Management; and Range Management or other similar topics.

Legal: Legal and Succession Planning or other similar topics;

Marketing: Marketing Strategies; Farm Products Branding; Farmers Markets or other similar

topics;

Financial: Financial Tools and Planning; Farm Management Strategies; Farm Financial

Benchmarking or other similar topics; or

Human: Farm Labor; Farm Safety; Food Safety, Risk Management Education to Students;

or other similar topics.

In addition, the application must clearly demonstrate that the education or training shall be provided to at least one (1) of the Producer Types listed below. Applications that do not include at least one (1) of the Producer Types will not be considered for funding.

Producer Types:

Producers and Ranchers;

New and Beginning Farmers;

Women Producers and Ranchers;

Hispanic Producers and Ranchers;

African American Producers and Ranchers;

Native American Producers and Ranchers;

Limited Resource Producers and Ranchers;

Asian American and Pacific Islander Producers and Ranchers;

Transitional Farmers and Ranchers;

Senior Farmers and Ranchers;

Small Acreage Producers;

Specialty Crop Producers; or

Military Veteran Producers and Ranchers.

II. Award Information

A. Type of Application

Only electronic applications will be accepted and they must be submitted through Grants.gov.

Hard copy applications will NOT be accepted. Applications submitted to the Risk

Management Education and Outreach Partnerships Program are new applications: there are no renewals. All applications will be reviewed competitively using the selection process and evaluation criteria described in Section V – Application Review Process. Each award will be designated as a Cooperative Partnership Agreement, which will require substantial involvement by RMA.

B. Funding Availability

There is no commitment by USDA to fund any particular application. Approximately \$3,000,000 is expected to be available in fiscal year 2012 but it is possible that this amount may be reduced or not funded. In the event that all funds available for this program are not obligated after the maximum number of agreements are awarded or if additional funds become available, these funds may, at the discretion of the Manager of FCIC, be used to award additional

applications that score highly by the technical review panel or allocated pro-rata to awardees for use in broadening the size or scope of awarded projects, if agreed to by the awardee. In the event that the Manager of FCIC determines that available RMA resources cannot support the administrative and substantial involvement requirements of all agreements recommended for funding, the Manager may elect to fund fewer agreements than the available funding might otherwise allow. All awards will be made and agreements finalized no later than September 30, 2012.

C. Location and Target Audience

RMA Regional Offices and the States serviced within each RMA Region are listed below. Staff from the respective RMA Regional Offices will provide substantial involvement for projects conducted within the Region.

Billings, Montana Regional Office: (MT, ND, SD, and WY)

Davis, California Regional Office: (AZ, CA, HI, NV, and UT)

Jackson, Mississippi Regional Office: (AR, KY, LA, MS, and TN)

Oklahoma City, Oklahoma Regional Office: (NM, OK, and TX)

Raleigh, North Carolina Regional Office: (CT, DE, ME, MD, MA, NH, NJ, NY,

NC, PA, RI, VT, VA, and WV)

Spokane, Washington Regional Office: (AK, ID, OR, and WA)

Springfield, Illinois Regional Office: (IL, IN, MI, and OH)

St. Paul, Minnesota Regional Office: (IA, MN, and WI)

Topeka, Kansas Regional Office: (CO, KS, MO, and NE)

Valdosta, Georgia Regional Office: (AL, FL, GA, PR, and SC)

Each application must clearly designate the RMA Region where educational activities will be conducted in the application narrative in block 12 of the SF-424 form. Applications without this designation will be rejected. Applications may designate more than one state but cannot designate more than one RMA Region. Applications with proposed activities in more than one state all serviced by the same RMA Region are acceptable. Single applications proposing to conduct educational activities in states served by more than one RMA Region will be rejected. Applications serving Tribal Nations will be accepted and managed from the RMA Regional office serving the designated Tribal Office.

D. Minimum and Maximum Award

Any application that requests Federal funding of less than \$20,000 or more than \$99,999 for a project will be rejected. RMA also reserves the right to fund successful applications at an amount less than requested if it is judged that the application can be implemented at a lower funding level.

E. Project Period

Projects will be funded for a period of up to one year from the project starting date.

F. Description of Agreement Award - Awardee Tasks

In conducting activities to achieve the purpose and goal of this program in a designated RMA Region, the awardee shall be responsible for performing the following tasks:

1. Develop and conduct a promotional program in English or a non-English language to producers as appropriate to the audience. This program shall include activities using media, newsletters, publications, or other appropriate informational dissemination techniques that are designed to: (a) raise awareness for crop insurance and risk management; (b) inform producers of the availability of crop insurance and risk

- management tools; and (c) inform producers and agribusiness leaders in the designated RMA Region of training and informational opportunities.
- 2. Deliver crop insurance and risk management training in English or non-English language as appropriate to the audience as well as informational opportunities to agricultural producers and agribusiness professionals in the designated RMA Region. This will include organizing and delivering educational activities using the instructional materials assembled by the awardee to meet the local needs of agricultural producers. Activities should be directed primarily to agricultural producers, but may include those agribusiness professionals that have frequent opportunities to advise producers on risk management tools and decisions.
- 3. Document all educational activities conducted under the cooperative partnership agreement and the results of such activities, including criteria and indicators used to evaluate the success of the program. The awardee shall also be required to provide information to RMA as requested for evaluation purposes.

G. RMA Activities

FCIC, working through RMA, will be substantially involved during the performance of the funded project through RMA's ten (10) Regional Offices. Potential types of substantial involvement may include, but are not limited to, the following activities.

- 1. Collaborate with the awardee in assembling, reviewing, and approving crop insurance and risk management materials for producers in the designated RMA Region.
- Collaborate with the awardee in reviewing and approving a promotional program for raising awareness for crop insurance and risk management and for informing producers of training and informational opportunities in the RMA Region.

- 3. Collaborate with the awardee on the delivery of education to producers and agribusiness leaders in the RMA Region. This will include: (a) reviewing and approving in advance all producer and agribusiness leader educational activities; (b) advising the project leader on technical issues related to crop insurance education and information; and (c) assisting the project leader in informing crop insurance professionals about educational activity plans and scheduled meetings.
- 4. Conduct an evaluation of the performance of the awardee in meeting the tasks and subtasks of the project.

Applications that do not address substantial involvement by RMA will be rejected.

H. Other Tasks

In addition to the specific, required tasks listed above, the applicant may propose additional tasks that would contribute directly to the purpose of this program. For any proposed additional task, the applicant must identify the objective of the task, the specific subtasks required to meet the objective, specific time lines for performing the subtasks, and the specific responsibilities of the applicant and any entities working with the applicant in the development or delivery of the project. The applicant must also identify specific ways in which RMA would have substantial involvement in the proposed project task.

III. Eligibility Information

A. Eligible Applicants

Eligible applicants include: State Departments of Agriculture, State Cooperative Extension Services; Federal, State, or tribal agencies; groups representing producers, community based organizations or a coalition of community-based organization that has demonstrated experience in providing agricultural or other agricultural-related services to producers; nongovernmental

organizations; junior and four-year colleges or universities or foundations maintained by a college or university; private for-profit organizations; faith-based organizations and other appropriate partners with the capacity to lead a local program of crop insurance and risk management education for producers in an RMA Region.

- 1. Individuals are not eligible applicants.
- 2. Although an applicant may be eligible to compete for an award based on its status as an eligible entity, other factors may exclude an applicant from receiving Federal assistance under this program governed by Federal law and regulations (e.g. debarment and suspension; a determination of non-performance on a prior contract, cooperative partnership agreement, or grant; or a determination of a violation of applicable ethical standards.) Applications in which the applicant or any of the partners are ineligible or excluded persons will be rejected in their entirety.
- 3. Private organizations that are involved in the sale of Federal crop insurance, or that have financial ties to such organizations, are eligible to apply for funding under this Announcement. However, such entities and their partners, affiliates, and collaborators for this Announcement will not receive funding to conduct activities that are already required under a Standard Reinsurance Agreement or any other agreement in effect between FCIC/RMA and the entity, or between FCIC/RMA and any of the partners, affiliates, or collaborators for awards under this Announcement. In addition, such entities and their partners, affiliates, and collaborators for this Announcement will not be allowed to receive funding to conduct activities that could be perceived by producers as promoting the services or products of one company over the services or products of another company that provides the same or similar services or products. If applying for funding, such organizations must be aware of potential

conflicts of interest and must describe in their application the specific actions they shall take to avoid actual and perceived conflicts of interest.

B. Cost Sharing or Matching Funding

Although RMA prefers cost sharing by the applicant, this program has neither a cost sharing nor a matching requirement.

C. Other – Non-financial Benefits

To be eligible, applicants must also be able to demonstrate that they will receive a non-financial benefit as a result of a cooperative partnership agreement. Non-financial benefits must accrue to the applicant and must include more than the ability to provide employment income to the applicant or for the applicant's employees or the community. The applicant must demonstrate that performance under the cooperative partnership agreement shall further the specific mission of the applicant (such as providing research or activities necessary for graduate or other students to complete their educational program). Applications that do not demonstrate a non-financial benefit will be rejected.

IV. Application and Submission Information

A. Electronic Application Package

Only electronic applications will be accepted and they must be submitted via Grants.gov to the Risk Management Agency in response to this Announcement. Prior to preparing an application, it is suggested that the Project Director (PD) first contact an Authorized Representative (AR) (also referred to as Authorized Organizational Representative or AOR) to determine if the organization is prepared to submit electronic applications through Grants.gov. If the organization is not prepared, the AR should see, http://www.grants.gov/applicants/get_registered.jsp, for steps for preparing to submit applications through Grants.gov.

Grants.gov assistance is available as follows:

Grants.gov customer support

Toll Free: 1-800-518-4726

Business Hours: 24 Hours a day

Email: support@grants.gov

B. Content and Form of Application Submission

The title of the application must include the (1) RMA Region, (2) the State or States within the

RMA Region where the educational activities will be conducted, (3) the Special Emphasis

Topic(s); and (4) the Producer Type 2 (For example only: Billings RO, Montana, Crop Insurance

for Military Veterans).

A complete and valid application must include the following:

1. A completed OMB Standard Form 424, "Application for Federal Assistance."

2. A completed OMB Standard Form 424-A, "Budget Information – Non-construction

Programs." Federal funding requested (the total of direct and indirect costs) must not

exceed \$99,999.

3. A completed OMB Standard Form 424-B, "Assurances, Non-constructive Programs."

4. An Executive Summary (One page) of the Project.

5. A Proposal Narrative (Not to Exceed 15 single-sided pages in Microsoft Word), which

shall also include a Statement of Work. The Statement of Work (SOW) must include

each task and subtask associated with the work, the objective of each task and subtask,

specific time lines for performing the tasks and subtasks, and the responsible party for

completing the activities listed under each task and subtask including the specific

responsibilities of partners and/or RMA. The SOW must be very clear on who does

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- what, where, and when, as well as, the objective for each task and subtask. Letters of support for the applicant should be an appendix to the application and **should not be included** as part of the Proposal Narrative.
- 6. Budget Narrative (in Microsoft Excel) describing how the categorical costs listed on the SF 424-A are derived. The budget narrative must provide enough detail for reviewers to easily understand how costs were determined and how they relate to the goals and objectives of the project.
- 7. Partnering Plan that includes how each partner of the applicant (who will be working on this project) shall aid in carrying out the specific tasks and subtasks. The Partnering Plan must also include "Letters of Commitment" from each partner who shall do the specific task or subtask as identified in the SOW. The Letters must (1) be dated within 45 days of the submission and (2) list the specific tasks or subtasks the committed partner has agreed to do with the applicant on this project.
- 8. Project Plan of Operation in the Event of a Human Pandemic Outbreak (Pandemic Plan). RMA requires that project leaders submit a project plan of operation in case of a human pandemic event. The plan must address the concept of continuing operations as they relate to the project. This plan must include the roles, responsibilities, and contact information for the project team and individuals serving as back-ups in case of a pandemic outbreak.
- 9. Current and Pending Report. The application package from Grants.gov contains a document called the Current and Pending Report. On the Current and Pending Report you must state for this fiscal year if this application is a duplicate application or overlaps substantially with another application already submitted to or funded by

another USDA Agency, including RMA, or other private organization. The percentage of each person's time associated with the work to be done under this project must be identified in the application. The total percentage of time for both "Current" and "Pending" projects must not exceed 100% of each person's time. Applicants must list all current public or private employment arrangements or financial support associated with the project or any of the personnel that are part of the project, regardless of whether such arrangements or funding constitute part of the project under this Announcement (supporting agency, amount of award, effective date, expiration date, expiration date of award, etc.). If the applicant has no projects to list, "N/A" should be shown on the form. An application submitted under this RFA that duplicates or overlaps substantially with any application already reviewed and funded (or to be funded) by any other organization or agency, including but not limited to other RMA, USDA, and Federal government programs, will not be funded under this program. RMA reserves the right to reject your application based on the review of this information.

- A completed and signed OMB Standard Form LLL, Disclosure of Lobbying Activities.
- 11. A completed and signed AD-1049, Certification Regarding Drug-Free Workplace.

 Applications that do not include the items listed above will be considered incomplete, will not receive further consideration, and will be rejected.

C. Funding Restrictions

Cooperative partnership agreement funds may not be used to:

a. plan, repair, rehabilitate, acquire, or construct a building or facility including a processing

facility;

- b. purchase, rent, or install fixed equipment;
- c. purchase portable equipment (such as laptops, projectors, etc.)
- d. repair or maintain privately owned vehicles;
- e. pay for the preparation of the cooperative agreement application;
- f. fund political activities;
- g. purchase alcohol, food, beverage, give-away promotional items, or entertainment;
- h. lend money to support farming or agricultural business operation or expansion;
- i. pay costs incurred prior to receiving a cooperative agreement;
- j. provide scholarships to meetings, seminars or similar events;
- k. pay entrance fees or other expenses to conferences or similar activities;
- 1. pay costs associated 501(c) applications;
- m. purchase electronic devices (such as I-pads, cell phones, computers or similar items) for consultants or Board Members; or
- n. fund any activities prohibited in 7 CFR Parts 3015 and 3019, as applicable.
- D. Limitation on Use of Project Funds for Salaries and Benefits

Total costs for salary and benefits allowed for projects under this Announcement will be limited to not more than 70 percent reimbursement of the funds awarded under the cooperative partnership agreement. The reasonableness of the total costs for salary and benefits allowed for projects under this Announcement will be reviewed and considered by RMA as part of the application review process. Applications for which RMA does not consider the salary and benefits reasonable for the proposed application will be rejected, or will only be offered a cooperative agreement upon the condition of changing the salary and benefits structure to one

deemed appropriate by RMA for that. The goal of the Risk Management Education and Outreach Partnerships Program is to maximize the use of the limited funding available for crop insurance risk management education for producers of Priority Commodities and Special Emphasis Topics.

E. Indirect Cost Rates

- 1. Indirect costs allowed for projects submitted under this Announcement will be limited to ten (10) percent of the total direct cost of the cooperative partnership agreement. Therefore, when preparing budgets, applicants should limit their requests for recovery of indirect costs to the lesser of their institution's official negotiated indirect cost rate or 10 percent of the total direct costs.
- 2. RMA reserves the right to negotiate final budgets with successful applicants.

F. Other Submission Requirements

Applicants are entirely responsible for ensuring that RMA receives a complete application package by the closing date and time. **RMA strongly encourages applicants to submit applications well before the deadline** to allow time for correction of technical errors identified by Grants.gov. Application packages submitted after the deadline will be rejected.

G. Acknowledgement of Applications

Receipt of applications may be acknowledged by e-mail, whenever possible; however it is the responsibility of the applicant to check Grants.gov for successful submission. Therefore, applicants are encouraged to provide e-mail addresses in their applications. There will be no notification of incomplete, unqualified or unfunded applications until the award decisions have been made. When received by RMA, applications will be assigned an identification number. This number will be communicated to applicants in the acknowledgement of receipt of applications. An application's identification number must be referenced in all correspondence

submitted by any party regarding the application. If the applicant does not receive an acknowledgement of application receipt by 15 days following the submission deadline, the applicant must notify RMA's point of contact indicated in Section VII, Agency Contact.

V. Application Review Information

A. Criteria

Applications submitted under the Risk Management Education and Outreach Partnerships

Program will be evaluated within each RMA Region according to the following criteria:

Project Impacts – Maximum 20 points available

Each application must demonstrate that the project benefits to producers warrant the funding requested. Applications will be scored according to the extent they can: (a) identify the specific actions producers will likely be able to take as a result of the educational activities described in the Proposal Narrative's Statement of Work (SOW); (b) identify the specific measures for evaluating results that will be employed in the project; (c) reasonably estimate the total number of producers that will be reached through the various methods and educational activities described in the Statement of Work; (d) identify the number of meetings that will be held; (e) provide an estimate of the number of training hours that will be held; (f) provide an estimated cost per producer, and (e) justify such estimates with specific information. Estimates for reaching agribusiness professionals may also be provided but such estimates must be provided separately from the estimates of producers. Reviewers' scoring will be based on the scope and reasonableness of the application's clear descriptions of specific expected actions producers will accomplish, and well-designed methods for measuring the project's results and effectiveness. Applications using direct contact methods with producers will be scored higher.

Applications must identify the type and number of producer actions expected as a result of the projects, and how results will be measured, in the following categories:

- Understanding risk management tools;
- Evaluating the feasibility of implementing various risk management options;
- Developing risk management plans and strategies;
- Deciding on and implementing a specific course of action (e.g., participation in crop insurance programs or implementation of other risk management actions).

Statement of Work (SOW) – maximum 20 points available

Each application must include a clear and specific Statement of Work for the project as part of the Proposal Narrative. For each of the tasks contained in the Description of Agreement Award (see Section II, Award Information), the application must identify and describe specific subtasks, responsible entities including partners, expected completion dates, RMA substantial involvement, and deliverables that shall further the purpose of this program. Applications will obtain a higher score to the extent that the Statement of Work is specific, measurable and reasonable, has specific deadlines for the completion of tasks and subtasks, and relates directly to the required activities and the program purpose described in this Announcement.

Partnering – maximum 20 points available

Each application must demonstrate experience and capacity to partner with and gain the support of producer organizations, agribusiness professionals, subject matter experts, and agricultural leaders to carry out a local program of education and information in a designated State. Each application must establish a **written Partnering Plan** that describes how each partner shall aid in carrying out the project goal and purpose stated in this announcement and should include letters of commitment dated no more than 45 days prior to submission of the relevant application stating

that the partner has agreed to do this work. Each application must ensure this Plan includes a list of all partners working on the project, their titles, and how they will be contribute to the deliverables listed in the application. The Partnering Plan will not count towards the maximum length of the application narrative. Applications will receive higher scores to the extent that the application demonstrates: (a) that partnership commitments are in place for the express purpose of delivering the program in this announcement; (b) that a broad group of producers will be reached within the State; (c) that partners are contributing to the project and involved in recruiting producers to attend the training; (d) that a substantial effort has been made to partner with organizations that can meet the needs of producers in the designated State; and (e) statements from each partner regarding the number of producers that partner is committed to recruit for the project that would support the estimates specified under the Project Impacts criterion.

Project Management – maximum 20 points available

Each application must demonstrate an ability to implement sound and effective project management practices. Higher scores in this category will be awarded to applications that demonstrate organizational skills, leadership, and experience in delivering services or programs that assist agricultural producers in the designated State. Each application must demonstrate that the Project Director has the capability to accomplish the project goal and purpose stated in this announcement by (a) having a previous or existing working relationship with the agricultural community in the designated State of the application, including being able to recruit approximately the number of producers to be reached in the application and/or (b) having established the capacity to partner with and gain the support of producer organizations, agribusiness professionals, and agribusiness leaders locally to aid in carrying out a program of education and information, including being able to recruit approximately the number of producers

to be reached in this application. Applications must designate an alternate individual to assume responsibility as Project Director in the event the original Project Director is unable to finish the project. Applications that will employ, or have access to, personnel who have experience in directing local educational programs that benefit agricultural producers in the respective State will receive higher rankings in this category.

Budget Appropriateness and Efficiency – maximum 20 points available

Applications must provide a detailed budget summary, both in narrative and in Microsoft Excel, that clearly explains and justifies costs associated with the project's tasks and subtasks.

Applications will receive higher scores in this category to the extent that they can demonstrate a fair and reasonable use of funds appropriate for the project and a budget that contains the estimated cost of reaching each individual producer.

Bonus Points for Minority Partnering – Maximum 20 bonus points available

RMA is focused on adding diversity to this program. RMA may add up to an additional 20 points to the final paneled score of any submission demonstrating a *partnership with* another producer group or community based group that **represent minority producers**. The application must state in the Partnering Plan that a **Minority Partnership** is in place as validated by a current Letter of Commitment that identifies the producer group or community based group partner that will represent minority producers.

"Minority" producers are defined as:

- African American producers
- Asian American, Pacific Islander producers
- Hispanic producers
- Native American producers

Bonus Points for StrikeForce Partnering – Maximum bonus 20 points available

RMA is focused on providing crop insurance education and other risk management training and outreach to the States and counties identified in the USDA StrikeForce initiative (www.fsa.usda.gov/Internet/FSA File/usda strike force.pdf).

RMA may add up to an additional 20 points to the final paneled score of any submission demonstrating that the activities describe in the proposal will be directed to the producers in the StrikeForce areas. The application must state in the Partnering Plan that a **StrikeForce Partnership** is in place as validated by a current Letter of Commitment that identifies the producer group or community based group that represent producers farming in the areas identified in the StrikeForce areas noted below:

Arkansas

StrikeForce Counties: Arkansas, Bradley, Chicot, Clark, Columbia,

Dallas, Desha, Drew, Hempstead, Howard, Jackson, Lafayette, Lawrence,

Lee, Mississippi, Monroe, Nevada, Newton, Ouachita, Phillips, Randolph,

Searcy, Sevier, St. Francis, and Woodruff

Colorado

StrikeForce Counties: Adams, Alamosa, Arapahoe, Baca, Bent, Cheyenne, Costilla, Conejos, Crowley,

Denver, Elbert, El Paso, Huerfano, Jefferson, Kiowa, Lake, Las Animas, Lincoln, Logan, Morgan,

Montezuma, Otero, Pueblo, Prowers, Rio Grande, San Juan, Saguache, Sedgwick, and Weld

Georgia

StrikeForce Counties: Appling, Atkinson, Baker, Baldwin, Ben Hill,

Berrien, Bulloch, Calhoun, Candler, Charlton, Clay, Clinch, Coffee,

Colquitt, Cook, Crisp, Decatur, Dodge, Dooley, Early, Emanuel, Evans,

Grady, Hancock, Irwin, Jefferson, Jenkins, Johnson, Laurens, Macon,

Miller, Mitchell, Montgomery, Peach, Pulaski, Quitman, Randolph,

Screven, Seminole, Stewart, Sumter, Talbot, Taliaferro, Tattnall, Taylor,

Telfair, Terrell, Thomas, Tift, Toombs, Treutlen, Turner, Ware, Warren,

Washington, Wayne, Webster, Wheeler, Wilcox, and Wilkes

<u>Mississippi</u>

StrikeForce Counties: Adams, Amite, Attala, Benton, Bolivar, Calhoun,

Chickasaw, Choctaw, Claiborne, Clarke, Clay, Coahoma, Covington,

Franklin, Greene, Grenada, Holmes, Humphreys, Issaquena, Jasper,

Jefferson, Jefferson Davis, Jones, Kemper, Lafayette, Lauderdale,

Lawrence, Leake, Leflore, Lincoln, Lowndes, Marion, Monroe,

Montgomery, Noxubee, Oktibbeha, Panola, Pike, Quitman, Scott,

Sharkey, Sunflower, Tallahatchie, Walthall, Warren, Washington, Wayne,

Webster, Wilkinson, Winston, Yalobusha, and Yazoo

Nevada

StrikeForce Counties: Clark, Carson City, Churchill, Douglas,

Elko, Esmeralda, Eureka, Humboldt, Lander, Lincoln, Lyon,

Mineral, Nye, Pershing, Storey, Washoe, and White Pine

New Mexico

StrikeForce Counties: Lincoln, Rio Arriba, San Juan, San Miguel, Santa Fe and Taos

B. Review and Selection Process

Applications will be evaluated using a two-part process. First, each application will be screened

by USDA and RMA personnel to ensure that it meets the requirements in this Announcement.

Applications that do not meet the requirements of this Announcement or that are incomplete will

not receive further consideration during the next process. Applications that meet Announcement

requirements will be sorted into the RMA Region in which the applicant proposes to conduct the

project and will be presented to a review panel for consideration.

Second, the review panel will meet to consider and discuss the merits of each application. The panel will consist of not less than three independent reviewers. Reviewers will be drawn from USDA, other Federal agencies, and public and private organizations, as needed. After considering the merits of all applications within an RMA Region, panel members will score each application according to the criteria and point values listed above. The panel will then rank each application against others within the RMA Region according to the scores received. The review panel will report the results of the evaluation to the Manager of FCIC. The panel's report will include the recommended applicants to receive cooperative partnership agreements for each RMA Region. Funding will not be provided for an application receiving a score less than 60. Funding will not be provided for an application that is "highly similar" to a higher-scoring application in the same RMA Region. "Highly similar" is defined as one that proposes to reach the same producers, farmers and ranchers who are likely to be reached by another applicant that scored higher by the panel and provides the same general educational material. An organization, or group of organizations in partnership, may apply for funding under other FCIC or RMA programs, in addition to the program described in this Announcement. However, if the Manager of FCIC determines that an application recommended for funding is sufficiently similar to a project that has been funded or has been recommended to be funded under another RMA or FCIC program, then the Manager may elect not to fund that application in whole or in part. The Manager of FCIC will make the final determination on those applications that will be awarded funding.

VI. Award Administration Information

A. Award Notices

The award document will provide pertinent instructions and information including, at a minimum, the following:

- (1) Legal name and address of performing organization or institution to which the Manager of FCIC has issued an award under the terms of this request for applications;
- (2) Title of project;
- (3) Name(s) and employing institution(s) of Project Directors chosen to direct and control approved activities;
- (4) Identifying award number assigned by RMA;
- (5) Project period, specifying the amount of time RMA intends to support the project without requiring recompeting for funds;
- (6) Total amount of RMA financial assistance approved by the Manager of FCIC during the project period;
- (7) Legal authority(ies) under which the award is issued;
- (8) Appropriate Catalog of Federal Domestic Assistance (CFDA) numbers;
- (9) Applicable award terms and conditions (see

http://www.rma.usda.gov/business/awards/awardterms.html to view RMA award terms and conditions);

- (10) Approved budget plan for categorizing allocable project funds to accomplish the stated purpose of the award; and
- (11) Other information or provisions deemed necessary by RMA to carry out its respective awarding activities or to accomplish the purpose of a particular award.

Following approval by the Manager of FCIC of the applications to be selected for funding, project leaders whose applications have been selected for funding will be notified. Within the limit of

funds available for such a purpose, the Manager of FCIC will enter into cooperative partnership agreements with those selected applicants.

After a cooperative partnership agreement has been signed, RMA will extend to awardees, in writing, the authority to draw down funds for the purpose of conducting the activities listed in the agreement. All funds provided to the applicant by FCIC must be expended solely for the purpose for which the funds are obligated in accordance with the approved cooperative partnership agreement and budget, the regulations, the terms and conditions of the award, and the applicability of Federal cost principles. No commitment of Federal assistance beyond the project period is made or implied for any award resulting from this notice.

Notification of denial of funding will be sent to applicants after final funding decisions have been made and the awardees announced publicly. Unsuccessful applicants will be provided a debriefing upon request to the Director, Risk Management Education.

- B. Administrative and National Policy Requirements
- 1. Requirement to Use USDA Logo

Applicants awarded cooperative partnership agreements will be required to use a USDA logo provided by RMA for all instructional and promotional materials, when deemed appropriate.

- 2. Requirement to Provide Project Information to an RMA-selected Representative

 Applicants awarded cooperative partnership agreements may be required to assist RMA in

 evaluating the effectiveness of its educational programs by notifying RMA of upcoming training

 meeting and by providing documentation of educational activities, materials, and related

 information to any representative selected by RMA for program evaluation purposes.
- 3. Access to Panel Review Information

Upon written request from the applicant, scores from the evaluation panel, not including the identity of reviewers, will be sent to the applicant after the review and awards process has been completed.

4. Confidential Aspects of Applications and Awards

The names of applicants, the names of individuals identified in the applications, the content of applications, and the panel evaluations of applications will all be kept confidential, except to those involved in the review process, to the extent permitted by law. In addition, the identities of review panel members will remain confidential throughout the entire review process and will not be released to applicants. At the end of the fiscal year, names of panel members will be made available. However, panelists will not be identified with the review of any particular application. When an application results in a cooperative partnership agreement, that agreement becomes a part of the official record of RMA transactions, available to the public upon specific request. Information that the Secretary of Agriculture determines to be of a confidential, privileged, or proprietary nature will be held in confidence to the extent permitted by law. Therefore, any information that the applicant wishes to be considered confidential, privileged, or proprietary should be clearly marked within an application, including the basis for such designation. The original copy of an application that does not result in an award will be retained by RMA for a period of one year. Other copies will be destroyed. Copies of applications not receiving awards will be released only with the express written consent of the applicant or to the extent required by law. An application may be withdrawn at any time prior to award.

5. Audit Requirements

Applicants awarded cooperative partnership agreements are subject to audit.

6. Prohibitions and Requirements Regarding Lobbying

All cooperative agreements will be subject to the requirements of 7 C.F.R. part 3015, "Uniform Federal Assistance Regulations." A signed copy of the certification and disclosure forms must be submitted with the application and are available at the address and telephone number listed in Section VII, Agency Contact.

Departmental regulations published at 7 C.F.R part 3018 imposes prohibitions and requirements for disclosure and certification related to lobbying on awardees of Federal contracts, grants, cooperative partnership agreements and loans. It provides exemptions for Indian Tribes and tribal organizations. Current and prospective awardees, and any subcontractors, are prohibited from using Federal funds, other than profits from a Federal contract, for lobbying Congress or any Federal agency in connection with the award of a contract, grant, cooperative partnership agreement or loan. In addition, for each award action in excess of \$100,000 (\$150,000 for loans) the law requires awardees and any subcontractors to complete a certification in accordance with Appendix A to Part 3018 and a disclosure of lobbying activities in accordance with Appendix B to Part 3018.: The law establishes civil penalties for non-compliance.

7. Applicable OMB Circulars

All cooperative partnership agreements funded as a result of this notice will be subject to the requirements contained in all applicable OMB circulars at

http://www.whitehouse.gov/omg/grants circulars

8. Requirement to Assure Compliance with Federal Civil Rights Laws

Awardees and all partners/collaborators of all cooperative agreements funded as a result of this notice are required to know and abide by Federal civil rights laws, which include, but are not limited to, Title VI of the Civil Rights Act of 1964 (42 U.S.C. § 2000d et. seq.), and 7

C.F.R. part 15. RMA requires that awardees submit an Assurance Agreement (Civil Rights), assuring RMA of this compliance prior to the beginning of the project period.

9. Requirement to Participate in a Post Award Teleconference

RMA requires that project leaders participate in a post award teleconference, if conducted, to become fully aware of agreement requirements and for delineating the roles of RMA personnel and the procedures that will be followed in administering the agreement and will afford an opportunity for the orderly transition of agreement duties and obligations if different personnel are to assume post-award responsibility.

- 10. Requirement to Participate in a Post Award Civil Rights Training Teleconference
 RMA requires that project leaders participate in a post award Civil Rights and EEO training teleconference to become fully aware of Civil Rights and EEO law and requirements.
- 11. Requirement to Submit Educational Materials to the National AgRisk Education Library RMA requires that project leaders upload digital copies of all risk management educational materials developed because of the project to the National AgRisk Education Library at http://www.agrisk.umn.edu/ for posting. RMA will be clearly identified as having provided funding for the materials.
- 12. Requirement to Submit a Project Plan of Operation in the Event of a Human Pandemic Outbreak

RMA requires that project leaders submit a project plan of operation in case of a human pandemic event. The plan should address the concept of continuing operations as they relate to the project. This should include the roles, responsibilities, and contact information for the project team and individuals serving as back-ups in case of a pandemic outbreak.

C. Reporting Requirements

Awardees will be required to submit quarterly progress reports using the Performance Progress Report (SF-PPR) as the cover sheet, and quarterly financial reports (OMB Standard Form425) throughout the project period, as well as a final program and financial report not later than 90 days after the end of the project period. The quarterly progress reports and final program reports MUST be submitted through the Results Verification System. The website address is www.agrisk.umn.edu/RMA/Reporting

VII. Agency Contact

FOR FURTHER INFORMATION CONTACT: Applicants and other interested parties are encouraged to contact: USDA-RMA-RME, phone: 202-720-0779, e-mail: RMA.Risk-Ed@rma.usda.gov. You may also obtain information regarding this announcement from the RMA website at: http://www.rma.usda.gov/aboutrma/agreements.

VIII. Additional Information

A. The Restriction of the Expenditure of Funds to Enter into Financial Transactions

The Agriculture, Rural Development, Food and Drug Administration, and Related Agencies

Appropriations Act, 2012 (P.L. 112-55) contains the restriction of the expenditure of funds to

enter into financial transactions Corporations that have been convicted of felonies within the past

24 months or that have federal tax delinquencies where the agency is aware of the felonies and/or
tax delinquencies.

Section 738 (Felony Provision)

None of the funds made available by this Act may be used to enter into a contract, memorandum of understanding, or cooperative agreement with, make a grant to, or provide a loan or loan guarantee to any corporation that was convicted (or had an officer or agency of such corporation acting on behalf of the corporation convicted) of a felony criminal violation under any Federal or

State law within the preceding 24 months, where the awarding agency is aware of the conviction, unless the agency has considered suspension or debarment of the corporation, or such officer or agent, and made a determination that this further action is not necessary to protect the interest of the Government.

Section 739 (Tax Delinquency Provision)

None of the funds made available by this Act may be used to enter into a contract, memorandum of understanding, or cooperative agreement with, make a grant to, or provide a loan or loan guarantee to, any corporation that [has] any unpaid Federal tax liability that has been assessed, for which all judicial and administrative remedies have been exhausted or have lapsed, and that is not being paid in a timely manner pursuant to an agreement with the authority responsible for collecting the tax liability, where the awarding agency is aware of the unpaid tax liability, unless the agency has considered suspension or debarment of the corporation and made a determination that this further action is not necessary to protect the interests of the Government.

B. Required Registration with the Central Contract Registry (CCR) for Submission of Proposals

Under the Federal Funding Accountability and Transparency Act of 2006, the applicant must
comply with the additional requirements set forth in Attachment A regarding the Dun and

Bradstreet Universal Numbering System (DUNS) Requirements and the CCR Requirements
found at 2 C.F.R. part 25. For the purposes of this RFA, the term "you" in Attachment A will
mean "applicant". The applicant shall comply with the additional requirements set forth in

Attachment B regarding Subawards and Executive Compensation. For the purpose of this RFA,
the term "you" in Attachment B will mean "applicant". The Central Contract Registry CCR is a
database that serves as the primary Government repository for contractor information required
for the conduct of business with the Government. This database will also be used as a central

location for maintaining organizational information for organizations seeking and receiving grants from the Government. Such organizations must register in the CCR prior to the submission of applications. A DUNS number is needed for CCR registration. For information about how to register in the CCR, visit "Get Registered" at the Web site, http://www.grants.gov. Allow a minimum of 5 business days to complete the CCR registration.

C. Related Programs

Funding availability for this program may be announced at approximately the same time as funding availability for similar but separate programs—and CFDA No. 10.458 (Crop Insurance Education in Targeted States). These programs have some similarities, but also key differences. The differences stem from important features of each program's authorizing legislation and different RMA objectives. Prospective applicants should carefully examine and compare the notices for each program.

ATTACHMENT A

I. Central Contractor Registration and Universal Identifier Requirements

A. Requirement for Central Contractor Registration (CCR)

Unless you are exempted from this requirement under 2 CFR 25.110, you as the recipient must maintain the currency of your information in the CCR until you submit the final financial report required under this award or receive the final payment, whichever is later. This requires that you review and update the information at least annually after the initial registration, and more frequently if required by changes in your information or another award term.

- B. Requirement for Data Universal Numbering System (DUNS) Numbers

 If you are authorized to make subawards under this award, you:
 - Must notify potential sub recipients that no entity (see definition in paragraph C of this award) may receive a subaward from you unless the entity has provided its DUNS number to you.
 - May not make a subaward to an entity unless the entity has provided its DUNS number to you.

C. Definitions For purposes of this award term:

- Central Contractor Registration (CCR) means the Federal repository into which an
 entity must provide information required for the conduct of business as a recipient.

 Additional information about registration procedures may be found at the CCR
 Internet site (currently at http://www.ccr.gov).
- 2. Data Universal Numbering System (DUNS) number means the nine-digit number established and assigned by Dun and Bradstreet, Inc. (D & B) to uniquely identify business entities. A DUNS number may be obtained from D & B by telephone (currently 866-705-5711) or the Internet (currently at ttp://fedgov.dnb.comlwebform).
- 3. Entity, as it is used in this award term, means all of the following, as defined at 2 CFR part 25, subpart C:
 - a. A Governmental organization, which is a State, local government, or Indian Tribe;
 - b. A foreign public entity;
 - c. A domestic or foreign nonprofit organization;
 - d. A domestic or foreign for-profit organization; and

e. A Federal agency, but only as a subrecipient under an award or subaward to a non-Federal entity.

4. Subaward:

- a. This term means a legal instrument to provide support for the performance of any portion of the substantive project or program for which you received this award and that you as the recipient award to an eligible subrecipient.
- b. The term does not include your procurement of property and services needed to carry out the project or program (for further explanation, see Sec. 10 of the attachment to OMB Circular A-I33, "Audits of States, Local Governments, and Non-Profit Organizations").
- c. A subaward may be provided through any legal agreement, including an agreement that you consider a contract.
- 5. Subrecipient means an entity that:
 - a. Receives a subaward from you under this award; and
 - b. Is accountable to you for the use of the Federal funds provided by the subaward.

ATTACHMENT B

- I. Reporting Sub awards and Executive Compensation.
 - a. Reporting of first-tier subawards.
 - 1. Applicability. Unless you are exempt as provided in paragraph d. of this award term, you must report each action that obligates \$25,000 or more in Federal funds that does not include Recovery funds (as defined in section 1512(a)(2) of the

American Recovery and Reinvestment Act of 2009 (Pub.L. 111-5) for a subaward to an entity (see definitions in paragraph e. of this award term).

- 2. Where and when to report.
 - i. You must report each obligating action described in paragraph a.I. of this award term to http://www.fsrs.gov.
 - ii. For sub award information, report no later than the end of the month following the month in which the obligation was made. (For example, if the obligation was made on November 7, 2012, the obligation must be reported by no later than December 31, 2012.)
- 3. What to report. You must report the information about each obligating action that the submission instructions posted at http://www.fsrs.gov specify.
- b. Reporting Total Compensation of Recipient Executives.
 - Applicability and what to report. You must report total compensation for each
 of your five most highly compensated executives for the preceding completed
 fiscal year, if-
 - The total Federal funding authorized to date under this award is \$25,000 or more;
 - ii. In the preceding fiscal year, you received-
 - (A) 80 percent or more of your annual gross revenues from Federal procurement contracts (and subcontracts) and Federal financial assistance

- subject to the Transparency Act, as defined at 2 CFR 170.320 (and subawards); and
- (B) \$25,000,000 or more in annual gross revenues from Federal procurement contracts (and subcontracts) and Federal financial assistance subject to the Transparency Act, as defined at 2 CFR 170.320 (and subawards); and
- iii. The public does not have access to information about the compensation of the executives through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 780(d)) or section 6104 of the Internal Revenue Code of 1986. (To determine if the public has access to the compensation information, see the U.S. Security and Exchange Commission total compensation filings at http://www.sec.gov/answers/execomp.htm.)
- 2. Where and when to report. You must report executive total compensation described in paragraph b.1. of this award term:
 - i. As part of your registration profile at http://www.ccr.gov.
 - ii. By the end of the month following the month in which this award is made, and annually thereafter.
- c. Reporting of Total Compensation of Sub recipient Executives.
 - Applicability and what to report. Unless you are exempt as provided in paragraph
 d. of this award term, for each first-tier sub recipient under this award, you shall
 report the names and total compensation of each of the sub recipient's five most
 highly compensated executives for the sub recipient's preceding completed fiscal
 year, if-

- i. in the subrecipient's preceding fiscal year, the subrecipient received-
 - (A) 80 percent or more of its annual gross revenues from Federal procurement contracts (and subcontracts) and Federal financial assistance subject to the Transparency Act, as defined at ~ CFR 170.320 (and subawards); and
 - (B) \$25,000,000 or more in annual gross revenues from Federal procurement contracts (and subcontracts), and Federal financial assistance subject to the Transparency Act (and subawards); and
- ii. The public does not have access to information about the compensation of the executives through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 780(d) or section 6104 of the Internal Revenue Code of 1986. (To determine if the public has access to the compensation information, see the U.S. Security and Exchange Commission total compensation filings at http://www.sec.gov/answers/execomp.htm.)
- 2. Where and when to report. You must report subrecipient executive total compensation described in paragraph c.1. of this award term:
 - i. To the recipient.
 - ii. By the end of the month following the month during which you make the subaward. For example, if a subaward is obligated on any date during the month of October of a given year (i.e., between October 1 and 31), you must report any required compensation information of the subrecipient by November 30 of that year.

d. Exemptions

If, in the previous tax year, you had gross income, from all sources, under \$300,000, you are exempt from the requirements to report:

- i. Subawards, and
- ii. The total compensation of the five most highly compensated executives of any sub recipient.
- e. Definitions. For purposes of this award term:
 - 1. Entity means all of the following, as defined in 2 CFR part 25:
 - i. A Governmental organization, which is a State, local government, or Indian tribe;
 - ii. A foreign public entity;
 - iii. A domestic or foreign nonprofit organization;
 - iv. A domestic or foreign for-profit organization;
 - v. A Federal agency, but only as a subrecipient under an award or subaward to a non-Federal entity.
 - 2. Executive means officers, managing partners, or any other employees in management positions.

3. Subaward:

- 1. This term means a legal instrument to provide support for the performance of any portion of the substantive project or program for which you received this award and that you as the recipient award to an eligible subrecipient.
- ii. The term does not include your procurement of property and services needed to carry out the project or program (for further explanation, see Sec. _ .210 of the

- attachment to OMB Circular A-133, "Audits of States, Local Governments, and Non-Profit Organizations").
- iii. A subaward may be provided through any legal agreement, including an agreement that you or a subrecipient considers a contract.
- 4. Subrecipient means an entity that:
 - i. Receives a sub award from you (the recipient) under this award; and
 - Is accountable to you for the use of the Federal funds provided by the subaward.
- 5. Total compensation means the cash and noncash dollar value earned by the executive during the recipient's or subrecipient's preceding fiscal year and includes the following (for more information see 17 CFR 229.402(c)(2):
 - Salary and bonus.
 - ii. Awards of stock, stock options, and stock appreciation rights. Use the dollar amount recognized for financial statement reporting purposes with respect to the fiscal year in accordance with the Statement of Financial Accounting Standards No. 123 (Revised 2004) (FAS 123R), Shared Based Payments.
 - iii. Earnings for services under non-equity incentive plans. This does not include group life, health, hospitalization or medical reimbursement plans that do not discriminate in favor of executives, and are available generally to all salaried employees.
 - iv. Change in pension value. This is the change in present value of defined benefit and actuarial pension plans.

- v. Above-market earnings on deferred compensation which is not tax-qualified.
- vi. Other compensation, if the aggregate value of all such other compensation (e.g. severance, termination payments, value of life insurance paid on behalf of the employee, perquisites or property) for the executive exceeds \$10,000.

Signed in	Washington,	D.C. on	_April 2, 2012	·	

William J. Murphy Manager Federal Crop Insurance Corporation

[FR Doc. 2012-8410 Filed 04/06/2012 at 8:45 am; Publication Date: 04/09/2012]